Florence County Workforce Profile
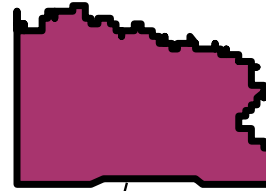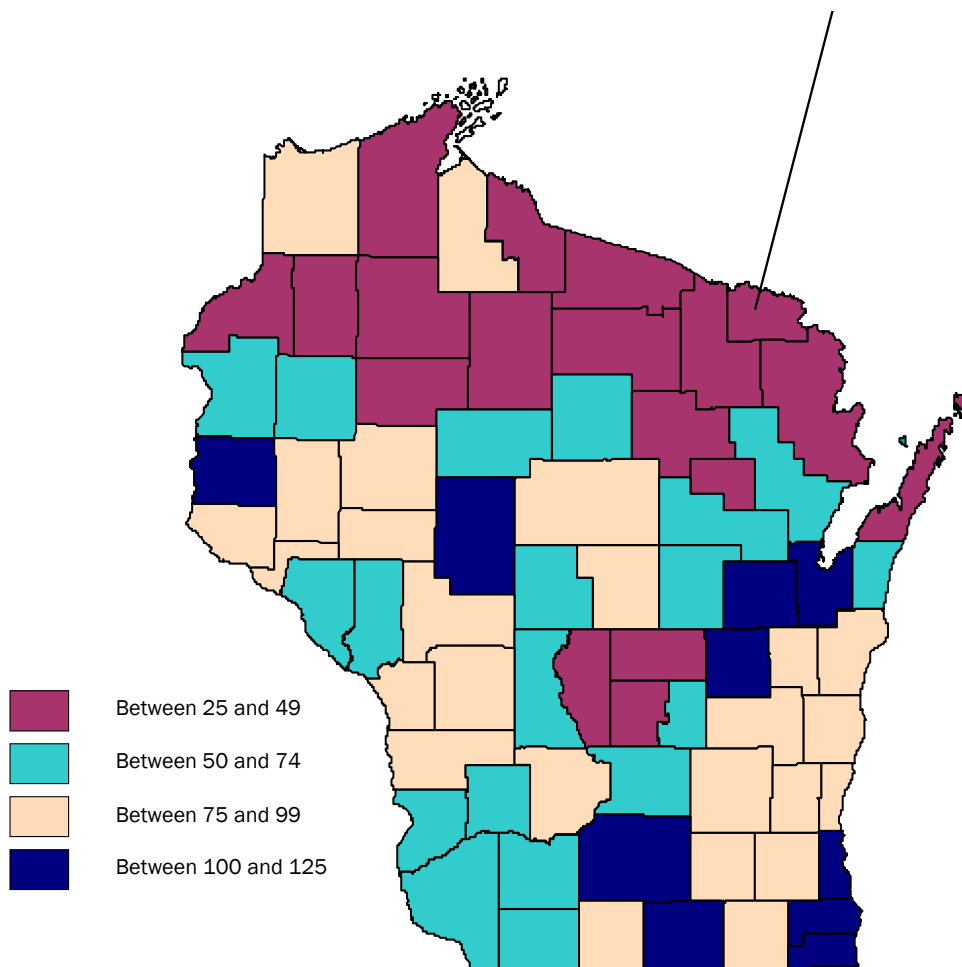
The number of residents aged 25-29 years for every 100 residents aged 60-64 years in year 2025

Between 25 and 49

Between 50 and 74

Between 75 and 99

Between 100 and 125

Source: Wisconsin Department of Administration, Demographic Services Center and the U.S. Bureau of Census.

For comparison, it is projected that there will be 90 residents aged 25-29 for every 100 residents aged 60-64 in Wisconsin in 2025. Nationally, it is projected that there will be 101 residents aged 25-29 for every 100 residents aged 60-64. In 2003, Wisconsin had 146 residents aged 25-29 for every 100 aged 60-64.

County Population

During the 1990s Florence County's population grew at faster rate than in the State of Wisconsin, but less than in the United States. Since 2000, the growth rate for the county has dropped below both the state and national rate. Florence County has added 126 residents between the 2000 census and January of this year for a growth rate of 2.5 percent. This compares to a growth rate of 3.1 percent in the State of Wisconsin and 3.9 percent in the nation.

Total Population

	April 2000 Census	Jan. 1, 2004 estimate	Numeric change	Percent change
United States	281,421,906	292,287,454	10,865,548	3.9%
Wisconsin	5,363,715	5,532,955	169,240	3.2%
Florence County	5,088	5,214	126	2.5%
Largest Municipalities				
Florence, Town	2,319	2,365	46	2.0%
Aurora, Town	1,186	1,222	36	3.0%
Commonwealth, Town	419	425	6	1.4%
Homestead, Town	378	388	10	2.6%
Fence, Town	231	234	3	1.3%
Tipler, Town	205	218	13	6.3%
Long Lake, Town	197	204	7	3.6%
Fern, Town	153	158	5	3.3%

Source: Wis. Dept. of Administration, Demographic Services and U. S. Census Bureau
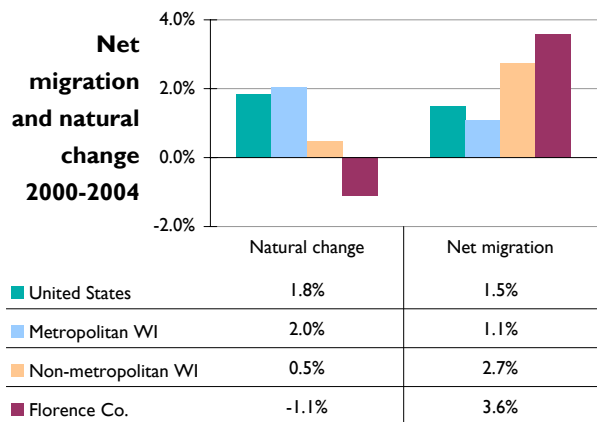
All of the county's municipalities had some growth since the census, however in many of the areas the growth has been very small. The Town of Florence had the greatest increase in population adding 46 residents for a growth rate of 2.0 percent, slightly below the county average of 2.5 percent. The Town of Tipler continued to have the fastest growth rate increasing by 6.3 percent, however this was only the addition of 13 residents.

The two sources of population growth are natural increase, which is the number of births minus the number of deaths, and net migration, which counts the number of residents moving into the county and subtracts the number moving out of the area. All of the county's growth since the census has been from people moving into the county. If the county relied on natural increase, the county's population would be decreasing. This trend is not new, as it goes back to before the 1990 census. Relying on net-migration for popula-

tion growth is happening in many of the non-metropolitan counties in Wisconsin.

In-migration plays an important role in the growth of the county as a large portion of the residents in the county are middle-aged and past the prime child bearing age. Following the graph on the bottom of the page, this large group of middle-aged residents will move through the life cycle and by 2030, a large portion of the county will be in the retirement stage of life.

This will have several ramifications for the county. As the population ages, the need and desire for different services and products will change. This will offer new opportunities for businesses to develop and expand in the area.

Net migration and natural change 2000-2004

	Natural change	Net migration
United States	1.8%	1.5%
Metropolitan WI	2.0%	1.1%
Non-metropolitan WI	0.5%	2.7%
Florence Co.	-1.1%	3.6%

Source: WI Dept. of Admin., Demographic Services and U. S. Census Bureau

Population by Age Groups in Florence County
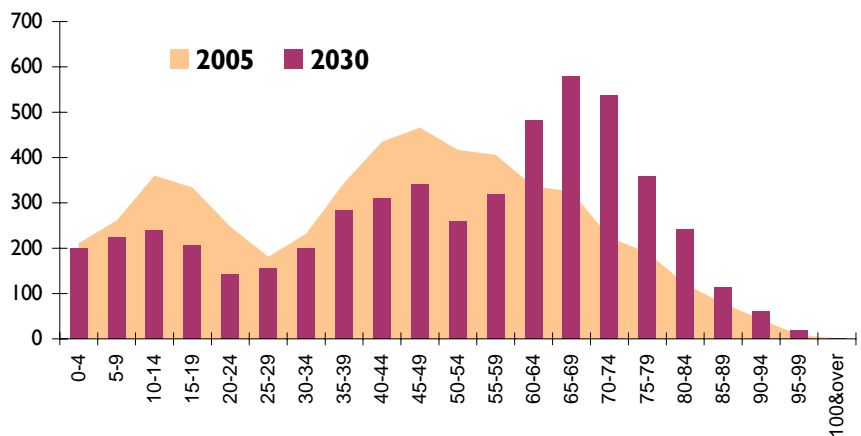
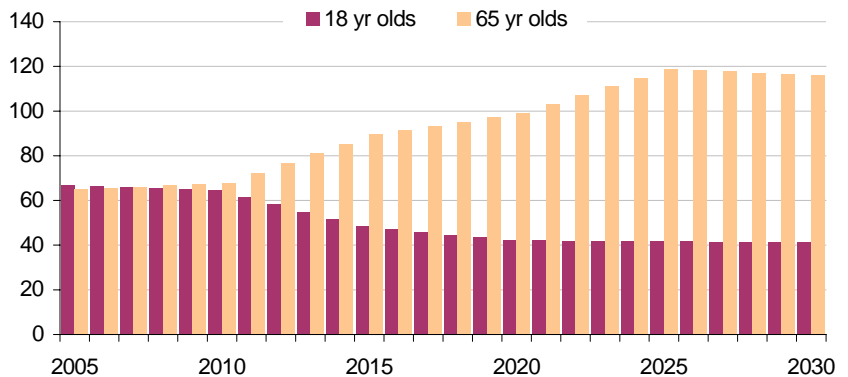Source: WI Dept. of Administration, Demographic Services

Future Population and Labor Supply

At the same time, these workers will begin to leave the labor force and will require replacement workers to fill in with job skills, plus additional workers for any economic development and expansion that occurs in the county. This will become more difficult in the coming years as demographic projections for the county show that the number of residents in the labor force turning 65 will converge with the number turning age 18 in the next five years. After that time, those turning 65 will exceed those turning age 18. This potentially will result in a declining labor force as the participation rate for those over 65 usually begins to drop.

Convergence of 18 & 65 year old population in Florence County

Source: WI Dept. of Administration, Demographic Services

There will be more workers at retirement age than there will be workers entering the labor force to replace them. This may also affect businesses expanding or relocating to the area if they perceive that they will not have enough workers to fill the openings. Labor force participation is highest in the middle age groups. This was great when most of the population was middle-aged. The aging factor is reflected in the median age of the county at 41.9 years. This is 6.6 years above the national average and 5.9 years more than the state.

Not all 18-year olds enter the labor market just as not all retirements occur at 65. The degree that the population

participates in the labor force is called the labor force participation rate and it varies by location, age, sex, race, and ethnicity.
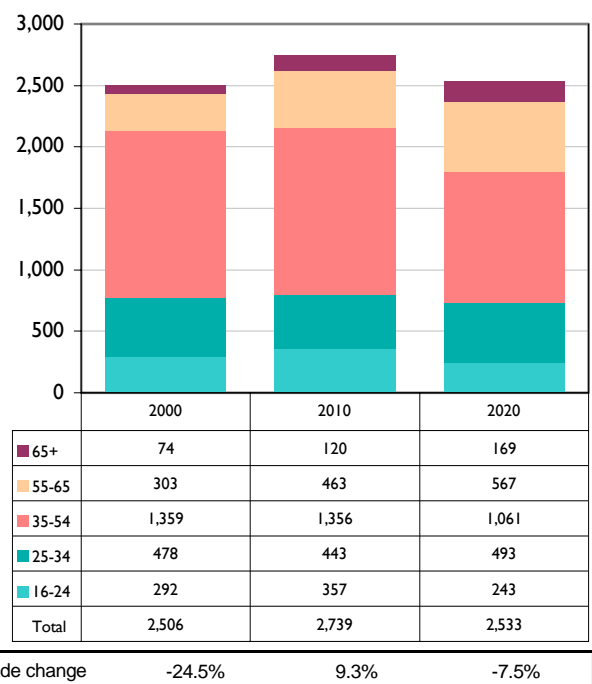
Nationally, labor force participation is increasing faster among the non-white populations while it is declining in white populations. Participation is also increasing in the older age groups.

Race and ethnic distribution

	Wisconsin	Florence County
Hispanic (of any race)	3.8%	0.5%
2 or more races	1.0%	0.4%
Hawaiian/Pacific Islander	0.0%	0.0%
Asian	1.8%	0.3%
Am. Indian & Alaska Native	0.8%	0.4%
Black	5.7%	0.2%
White	86.8%	98.3%
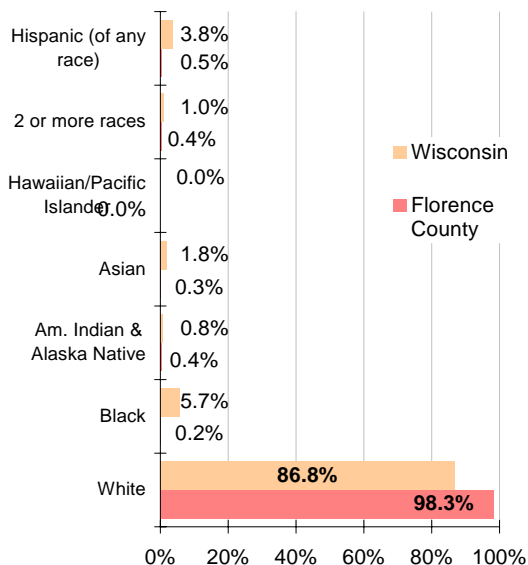
Source: U.S. Census 2000, SF-3, table P-6

Florence County Labor Force Projections by Age

|	2000	2010	2020
65+	74	120	169
55-65	303	463	567
35-54	1,359	1,356	1,061
25-34	478	443	493
16-24	292	357	243
Total	2,506	2,739	2,533
Decade change	-24.5%	9.3%	-7.5%

Source: DWD, Office of Economic Advisors, August 2004

Current Labor Force

Labor force participation represents the share of population that is 16 years and older that is either employed or unemployed. Participation rates in Wisconsin and the United States in 2003 were 72.9 and 66.3 percent, respectively.

Florence County's participation rate is quite low. Fifty-four

**Labor force participation in Florence County**
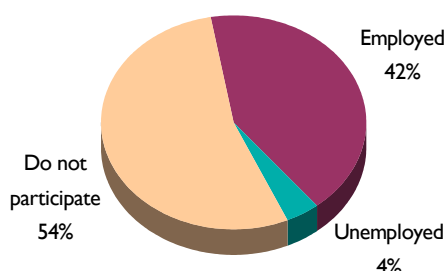
Source: DWD, Office of Economic Advisors, July 2004

percent of the labor force aged population are not in the county's labor force. This includes some students and individuals who choose not to work including retirees and those not able to work. As the population continues to age, more retirees will be included in the category of choosing not to work and labor force participation rates will decline. Reasons for this include the age and make up of the labor

force as well as employment opportunities in the region.

The county over the last five years has had a unemployment rate above both the state and nation. This is not unusual for rural counties in the state.

Unemployment Rate Comparison
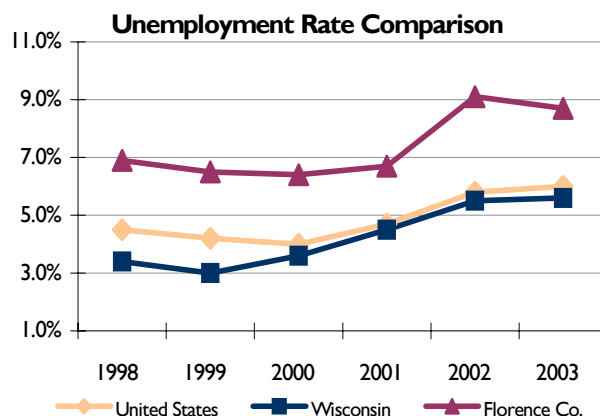
Florence County Civilian Labor Force Data

	1998	1999	2000	2001	2002	2003
Labor Force	1,770	1,710	1,627	1,732	1,797	1,896
Employed	1,647	1,598	1,523	1,616	1,634	1,731
Unemployed	123	112	104	116	163	165
Unemployment Rate	6.9%	6.5%	6.4%	6.7%	9.1%	8.7%

Source: WI DWD, Bur. of Workforce Information, Local Area Unemployment Statistics, 2003

Employers by Size

While the majority of the county's employers have fewer than 10 workers, this group employs a very small percent of the workers in the county. Most of the workers in the county work for employers with 20 to 99 workers.

Note the chart at the right does not total 100 percent due to confidentiality issues in order not to identify any specific employers.

Share of employers & employees in size range in 2003
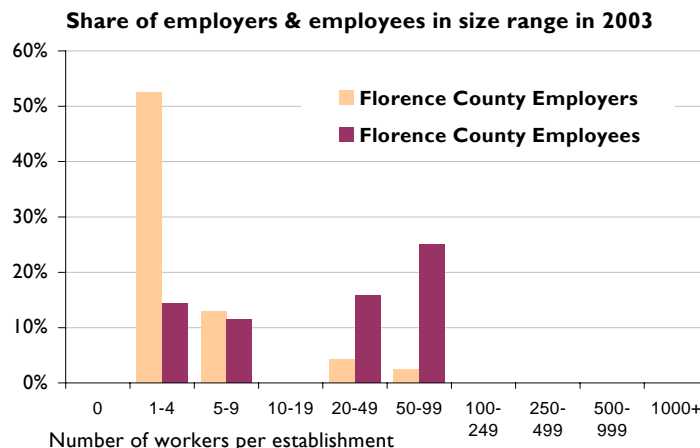
Source: DWD, Bureau of Workforce Information, Table 221, July 2004

Industry & employers by size

Of the largest public and private industry groups in Florence County, the wood product industry is the largest followed very closely by food services and drinking places. There was very little employment change in these industries between 2003 and 2004. These 10 industry groups provide over three-fourths of all of the jobs in the county.

Even more impressive are the ten largest businesses in the county. Out of nearly 150 business, these ten provide over half of the jobs in the county.

The majority of employers in the county are small businesses with less than 100 workers. Only two have over 100 employees.

Top 10 Industries in Florence County

| Industry	March 2004		Numeric Employment Change	
	Establishments	Employees	2003-2004	1999-2004
Wood product manufacturing	5	222	15	85
Food services & drinking places	17	183	-29	-11
Educational services	suppressed	suppressed	not avail.	not avail.
Executive, legislative, & gen government	8	129	2	16
Fabricated metal product manufacturing	suppressed	suppressed	not avail.	not avail.
Nursing & residential care facilities	suppressed	suppressed	not avail.	not avail.
Food & beverage stores	6	48	-7	-3
Truck transportation	6	30	-1	4
Administrative & support services	5	21	2	not avail.
Administration of environmental programs	suppressed	suppressed	not avail.	not avail.

Top 10 Employers in Florence County

Establishment	Product or Service	Size (Dec. 2003)
Pride Mfg. Co. LLC	Wood product manufacturing	100-249 employees
Florence Public School	Elementary and secondary schools	100-249 employees
County of Florence	Executive and legislative offices, combined	50-99 employees
Beverly Health & Rehabilitation	Nursing care facilities	50-99 employees
Koller Industries Inc.	Electroplating, anodizing, and coloring metal	50-99 employees
Aurora Liquors Inc.	Full-service restaurants	20-49 employees
Pine River Lumber Co. Ltd	Sawmills	20-49 employees
DCK Enterprises Inc.	Drinking places, alcoholic beverages	20-49 employees
Haberkorn's Inc.	Supermarkets and other grocery stores	20-49 employees
Bartoletti's Inc.	Drinking places, alcoholic beverages	20-49 employees

Share of jobs in top 10 industries in Florence County

All other industries 22%

Top 10 industries 78%
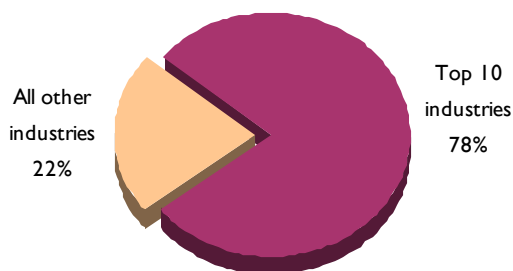
Share of Florence County jobs with top 10 employers

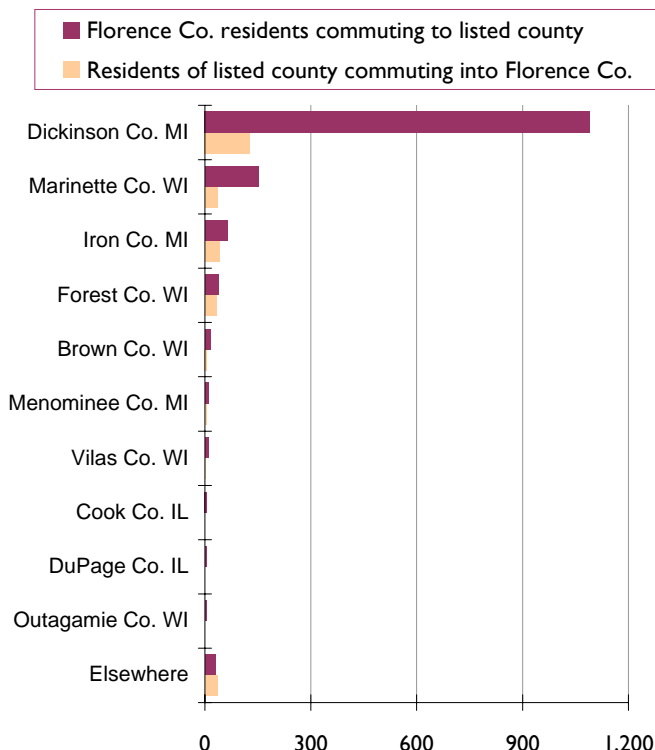All other employers 46%

Top 10 employers 54%
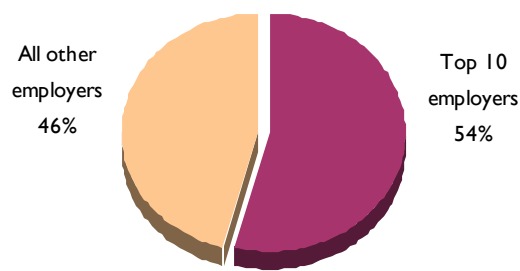
Source: DWD, Bureau of Workforce Information, Quarterly Census of Employment and Wages

Commuting

Not all of the residents in the Florence County work in the county and the reverse is true, not every job is filled by a county resident. Some residents work in neighboring counties. In many cases, cities and villages cross county borders which may mean going across a street or river into another county, while in other instances the workers may commute many miles to their place of employment in their same county of residence.

Usually the major exchanges of workers with other counties are between bordering counties as is the case in Florence County. Most workers entering and leaving the county for work travel to neighboring counties in Michigan or south to neighboring Marinette County.

Florence County is a net exporter of workers. Just over 1,400 workers leave the county for work on a regular basis, while a little less than 300 enter the county for work. This creates a net loss of 1,100 workers. The primary beneficiary of this exchange in Dickinson County, Michigan with a net gain of 963 workers from Florence. A distant second is Marinette County to the south, where Florence loses another 115 workers.

Legend:
- ■ Florence Co. residents commuting to listed county
- ■ Residents of listed county commuting into Florence Co.

Chart categories (top to bottom):
Dickinson Co. MI, Marinette Co. WI, Iron Co. MI, Forest Co. WI, Brown Co. WI, Menominee Co. MI, Vilas Co. WI, Cook Co. IL, DuPage Co. IL, Outagamie Co. WI, Elsewhere

X-axis: 0, 300, 600, 900, 1,200

Source: U.S. Census 2000, Special tabulations: Worker Flow Files

Key occupations & wages

The table to the right includes occupations that are common in the area. The list is not all inclusive and for information on additional occupations refer to the Office of Economic Advisors' website: http://dwd.wisconsin.gov/oea/. Wage tables are generally guides to what is happening in the local labor market. The surveys are sent to approximately one-third of the employers in the state every year.

The surveys provide assistance to workers in knowing their worth on the market as well as employers that are looking to hire new workers and want to know what the "going rate" is. Note the table excludes the top and bottom 25 percent of wages, so there will be instances when the wages will be either above or below those listed on the table.

Occupation title	Hourly Wages			
	Mean	Percentile		
		25th	50th	75th
Truck drivers, heavy & tractor-trailer	$15.67	$13.60	$15.49	$17.22
Cashiers	$7.89	$6.49	$7.55	$8.88
Waiters & waitresses	$7.62	$5.97	$6.61	$8.13
Retail salespersons	$9.71	$7.41	$8.96	$10.69
Maids & hskpg. cleaners	$8.89	$7.17	$8.56	$10.60
Office clerks, general	$9.17	$7.08	$8.75	$10.90
Nursing aides, orderlies, & attendants	$9.81	$8.60	$9.79	$11.02
Secretaries, except legal, medical, & executive	$10.83	$8.96	$10.49	$12.72
Comb. food prep.& serving workers (fast food)	$7.51	$6.18	$7.26	$8.69
Bookkeeping, accounting, & auditing clerks	$11.73	$9.34	$11.19	$13.73
Carpenters	$13.48	$10.44	$12.98	$16.04
Janitors & cleaners, except maids & hskpg. cleaners	$9.79	$7.35	$9.09	$11.90
Team assemblers	$12.04	$9.15	$11.08	$14.11
Laborers & freight, stock, & material movers, hand	$9.60	$8.35	$9.66	$10.75
Registered nurses	$23.30	$19.19	$21.92	$26.27
Bartenders	$8.61	$6.99	$7.89	$9.33
Sec. school teachers, except special & voc. ed.	-	-	-	-
General & operations managers	$33.23	$20.40	$27.74	$41.19
Elem. school teachers, except special ed.	-	-	-	-
Dishwashers	$7.03	$5.91	$6.47	$7.34

Florence County is part of an area which includes Door, Florence, Forest, Green Lake, Kewaunee, Langlade, Marquette, Menominee, Oconto, Shawano and Waushara counties.

Source: DWD, Office of Economic Advisors, special tabulation using EDS and OES 2003

Employment and Wages

The average annual wage for all industries in Florence County was 58.5 percent of the statewide average in 2003. Wages are generally lower in rural areas, especially if they are well removed from the larger metro areas in the state. The state average also reflects the wages from the metro areas, which have the largest share of employment in the state and pulls the average up.

The average annual wage differs from hourly wages in that it looks at the average for all workers in an industry rather than an average wage for an occupation. Average annual wage includes all the wages paid by the industry and divides that by the average number of workers in the industry, regardless of job title, or number of hours worked. The table at the right has several industry groups in which the data is suppressed. This is due to confidentiality issues in order not to identify specific employers when there are three or less employers in an industry, or when one of the employers is large enough that it would be easy to identify it.

All of the area's industry groups had lower averages than the counter-part industry in the state.

The county is different from the state in another way. Manufacturing is not the highest paid industry in Florence County. Although manufacturing average annual wages ranked third highest in the county, it provides the greatest share of total wages to workers of all of the industry groups. This is primarily because the industry has the largest number of workers of all of the industries.

Average Annual Wage by Industry Division in 2003

	Average Annual Wage		Percent of	1-year
	Wisconsin	Florence County	Wisconsin	% change
All Industries	$ 33,423	$ 19,548	58.5%	-0.7%
Natural resources	$ 25,723	suppressed	Not avail	Not avail.
Construction	$ 40,228	suppressed	Not avail	Not avail.
Manufacturing	$ 42,013	$ 22,971	54.7%	-1.3%
Trade, Transportation, Utilities	$ 28,896	$ 16,510	57.1%	-3.1%
Information	$ 39,175	suppressed	Not avail	Not avail.
Financial activities	$ 42,946	suppressed	Not avail	Not avail.
Professional & Business Services	$ 38,076	$ 18,392	48.3%	0.0%
Education & Health	$ 35,045	$ 25,409	72.5%	-3.5%
Leisure & Hospitality	$ 12,002	$ 7,398	61.6%	Not avail.
Other services	$ 19,710	suppressed	Not avail	Not avail.
Public Admininistration	$ 35,689	$ 25,160	70.5%	3.8%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

2003 Employment and Wage Distribution by Industry in Florence County

	Employment		Total Payroll
	Annual average	1-year change	
Natural Resources	suppressed	suppressed	suppressed
Construction	suppressed	suppressed	suppressed
Manufacturing	258	9	$ 5,926,618
Trade, Transportation, Utilities	162	13	$ 2,674,591
Information	suppressed	suppressed	suppressed
Financial Activities	suppressed	suppressed	suppressed
Professional & Business Services	47	10	$ 864,432
Education & Health	204	-12	$ 5,183,498
Leisure & Hospitality	225	suppressed	$ 1,664,588
Other services	suppressed	suppressed	suppressed
Public Administration	169	2	$ 4,251,976
Not assigned	0	0	0
All Industries	1,167	22	$22,813,047

■ % of Total Employment
■ % of Total Payroll

Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2004

Per Capita Personal Income

Per capita personal income (PCPI) includes income from wages and self-employment, assets (dividends, interest, rent) and transfer payments (social security, insurance, welfare, pensions) divided by mid-year total population estimates.

Like the state and nation, the majority of PCPI in Florence County comes from net earnings, with smaller percentages coming from dividends, interests payments and transfer payments. The percent from net earnings is lower than the state and national average. This is offset with a higher percentage coming from the other two sources. This may be a result of an older population that receives pension and other benefits.
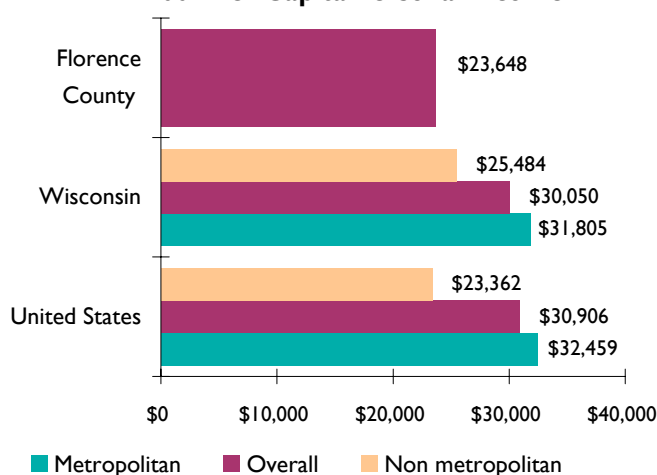
PCPI in the county was $23,648. This was below the state level of $30,050 and that of the nation. The growth rate for the county's PCPI over the last year was nearly triple the nation's percent of increase and well above the state's growth rate.

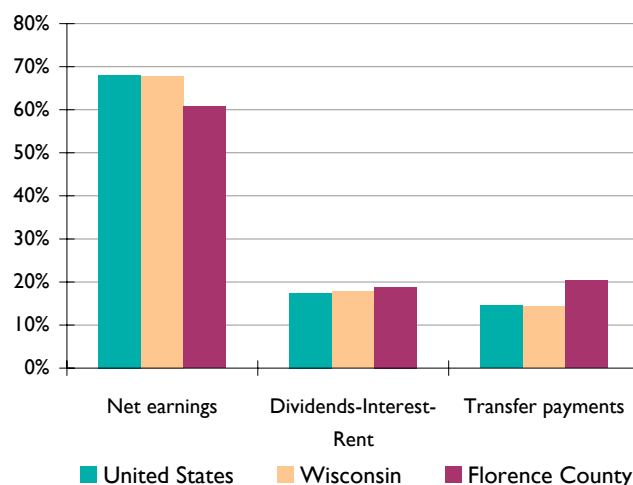The bottom portion of the table shows the changes in PCPI using constant 2002 dollars adjusted by the CPI.

Per Capita Personal Income							Percent Change	
	1997	1998	1999	2000	2001	2002	1 year	5 year
United States	$25,334	$26,883	$27,939	$29,847	$30,527	$30,906	1.2%	22.0%
Wisconsin	$24,514	$26,175	$27,135	$28,573	$29,361	$30,050	2.3%	22.6%
Non-metropolitan WI	$20,734	$22,195	$22,900	$24,059	$24,833	$25,484	2.6%	22.9%
Florence County	$17,925	$19,275	$20,421	$21,759	$22,798	$23,648	3.7%	31.9%
In current dollars (adjusted to U.S. CPI-U)								
United States	$28,397	$29,670	$30,170	$31,181	$31,010	$30,906	-0.3%	8.8%
Wisconsin	$27,478	$28,889	$29,301	$29,850	$29,825	$30,050	0.8%	9.4%
Non-metropolitan WI	$23,240	$24,497	$24,728	$25,135	$25,226	$25,484	1.0%	9.7%
Florence County	$20,091	$21,273	$22,051	$22,732	$23,158	$23,648	2.1%	17.7%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, May 2004

2002 Per Capita Personal Income

Florence County — $23,648

Wisconsin — $25,484 / $30,050 / $31,805

United States — $23,362 / $30,906 / $32,459

$0 $10,000 $20,000 $30,000 $40,000

■ Metropolitan   ■ Overall   ■ Non metropolitan

Components of Total Personal Income: 2002

■ United States   ■ Wisconsin   ■ Florence County

Net earnings / Dividends-Interest-Rent / Transfer payments

Source: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2004

Office of Economic Advisors

Metropolitan Statistical Area (MSA) - A single county or group of counties that include at least one urbanized area with a minimum population of 50,000. Multiple-county MSAs have a central county or counties, which have a high degree of social and economic integration with the other member counties as measured by commuting data.

Non-metropolitan county - Any county that is not a member of a metropolitan statistical area.

Net Migration - One of two components of population change. It is the net result of individuals who either moved into or out of an area.

Natural Change - One of two components of population change. It is the result of the number of births minus the number of deaths in an area over a period of time. A natural increase indicates there were more births than deaths. A natural decrease indicates there were more deaths than births.

Employed - Persons 16 years of age or older, who worked as paid employees, or worked in their own business, profession or farm, or worked 15 hours or more as unpaid workers in a family-operated enterprise. Includes those temporarily absent from their jobs due to illness, bad weather, vacation, childcare problems, labor dispute, maternity or paternity leave, or other family or personal obligations.

Unemployed - Persons 16 years of age or older with no employment, who were available for work and made efforts to find employment sometime during the previous 4-week period ending with the monthly reference week. Persons who were awaiting recall to a job did not need to look for work to be classified as unemployed.

Labor Force - The sum of the employed and unemployed, whom are at least 16 years of age and older.

Unemployment Rate - The number of unemployed divided by the labor force. It is expressed as a percentage of the labor force.

Labor Force Participation Rate (LFPR) - The labor force divided by the total population aged 16 years and older. It is expressed as a percentage of the population aged 16 years and older.

Suppressed - Data is withheld or suppressed if it does not meet certain criteria. If an industry in a county has fewer than three employers or if a single employer employs 80% or more that industry's total employment in that county then the data are suppressed. These criteria were established to maintain the confidential reporting of payroll and employment by employers.

Total Personal Income - The aggregate income of an area received by all persons from all sources. It is calculated as the sum of wage and salary disbursements (less contributions for government social insurance), supplements to wages and salaries, proprietors' income with inventory valuation and capital consumption adjustments, rental income of persons with capital consumption adjustment, personal dividend income, personal interest income, and personal current transfer receipts that include retirement and veteran's benefits, government paid medical reimbursements, and income maintenance program payments.

Per Capita Personal Income (PCPI) - Total personal income divided by the total population.

Current Dollars - Phrase used to express historical dollar values in terms of their current purchasing power via inflation adjustment.

CPI-U - Consumer Price Index for all urban consumers, the most commonly used measure of inflation in the United States.

Office *of*
Economic
Advisors *Wisconsin Department of Workforce Development, November 2004* ▪▪▪▪▪▪▪▪▪▪▪▪▪▪▪▪▪▪▪▪▪ *Page 8*